



http://www

E-vantages for Small Business

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"The Internet is turning economics inside-out. For example, everybody on the internet now wants stuff for free and there are so many free services available."

Uri Geller

Introduction

The recent global economic downturn has made it an especially challenging time to start a new small business or maintain an existing one. The good news, however, is that, thanks to the Internet, there has never been a time when so many excellent, free and low cost resources have been available for small businesses to use.

As a virtual assistant, I am constantly looking for ways to help my clients, using the Internet.

E-vantages for Small Business has been written to help small business owners save time, energy and money, by highlighting many of the time-saving, easy, and free or low cost, online resources available to small business.

I hope that you will find this e-book useful.

Shelley Sturgeon
E-vantage Business Services

Internet Resources for Small Business

"Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without the talking about the other." - Bill Gates

I am really excited to be able to help you set up your office with free products for anti-virus, email, word processing, spreadsheets, presentations, web editors, databases, drawing and more!

On the following pages you will find URLs (universal resource locators) to websites found on the Internet that offer tools, utilities, and opportunities for you to operate and promote your business. A brief description of the product or service offered by that website is also included.

Most of these resources are free of charge. A few added to the content of this e-book do charge a nominal fee for the use of their product or service. If they have been included in this book, it is because we feel that despite the small cost, they provide something of value to small businesses.



“The remarkable social impact and economic success of the Internet is in many ways directly attributable to the architectural characteristics that were part of its design. The Internet was designed with no gatekeepers over new content or services.”

Vinton Cerf
Father of the Internet



Use of this e-Book

This e-book, *E-vantages for Small Business*, is being provided to you free of charge.

If you feel that the information contained within it is helpful, I encourage you to share it in its entirety with your friends, family, co-workers and colleagues.

If you wish to post this e-book on your website, you may do so, providing that it is posted in its entirety as it has been provided to you and offered free of charge.

E-vantage Business Services does not guarantee that:

- the links provided in this document are current
- the information provided in this document is accurate
- products listed in this document will work as described
- charges have not been implemented for some of the goods and services listed in this document after its publication.

E-vantage Business Services takes no responsibility for the use of the goods or services noted in this document.

As with any Internet activity, **E-vantage Business Services** advises users to use the tools and utilities noted in this document with caution and at their own risk.

Interactions with the individuals and businesses noted in this document, *E-vantages for Small Business*, are strictly between the users and the individuals and businesses.

E-vantage Business Services is not liable for any damage to a user's hardware or software resulting from the use of the products or services listed in this document.

Use of anti-virus software is always recommended when browsing on the Internet for any reason and caution is always advised when posting confidential information online.

Questions?

If you'd like to know more about how a virtual assistant can help your business, or how to use the Internet to promote your business, contact **E-vantage Business Services**:

Phone: 519.753.5744

Email: info@e-vbs.com

Or, alternatively, visit my website or blogs at:

Website: <http://www.e-vbs.com/>

Blogs: [E-sense](#) and [E-vantages for Business](#)

Anti-Virus Software

<http://free.avg.com/>

AVG provides award-winning, free basic anti-virus software. Their website can be viewed in various languages including Portugese, German, French, Italian, Japanes, Spanish, Dutch and Polish.



Accounting Software

<http://quickbooks.intuit.com/product/accounting-software/free-accounting-software.jsp>

This is a free downloadable software program that can be upgraded by buying low cost add-ins to upgrade the product to a full version of Quick Books. Estimate, invoice, accept payments, and stay organized using this product. Upgrade as your business grows.

<http://instacalc.com/>

Instant Calc is an online service which permits users to calculate and/or find calculations for just about everything such as BMI, loans, salaries, programming, website bandwidth, country populations and much more. The calculator can also be embedded in websites.

*“Five years ago, we
thought of the Web as a
new medium, not a new
economy.”*

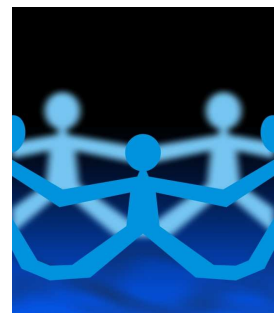
Clement Mok

Advertising

Advertise free using these sites

<http://kijiji.com/>

<http://craigslist.com/>



Appointment Scheduling

<http://www.genbook.com/>

<http://doodle.com>



“Advances in computer technology and the Internet have changed the way America works, learns, and communicates. The Internet has become an integral part of America's economic, political, and social life.”

Bill Clinton

Blogs

Blogs are an excellent way to promote your business by writing about your expertise in that field. Blogs are as easy to create as an email or a Word doc. Tip: Many people are using a blog for a website.

<https://www.blogger.com/start>

Blogger is a free service provided by Google. Watch the tutorials to get you started.

<https://www.wordpress.com/>

Wordpress is one of the most popular blog sites.

<https://www.wordpress.org/>

Wordpress.org provides free software that can be installed directly on websites meeting the blog software requirements (MySQL and PHP). Installation can be a bit tricky for a non-techie.

Browsers

Popular alternatives to Internet Explorer

<http://www.google.com/chrome>

<http://www.mozilla.com/en-US/firefox/>

<http://flock.com/>

Business Cards

<http://vistaprint.com/>



Conferences

Telephone and video conference services

<http://freeconferencecall.com/>

<http://calliflower.com/>

<http://www.rondee.com/>

<http://foonz.com/>

<http://www.dimdim.com/>

Currency Conversion

<http://www.xe.com/ucc/>

Email

<http://gmail.com/>

<http://hotmail.com>

Gmail and Hotmail are web-based email accounts.

<http://www.eudora.com/>

<http://www.mozilla.com/en-US/thunderbird/>

Eudora and Thunderbird are email programs that are installed on a local machine.

Faxes

<http://www.efax.com/efax-free?currency=USD>

Receive free faxes. Pay to send.

<http://faxzero.com/>

Send up to 2 free faxes a day.

File Storage

Free online file storage to use for back-ups and file sharing between employees and/or clients

<http://docs.google.com/>

<http://workspace.officelive.com/?cloc=en-CA>

<https://mozy.com/home>

<http://www.adrive.com/>

<https://www.box.net/>



“Almost overnight, the Internet's gone from a technical wonder to a business must.”

Bill Schrader





"The message for business people contemplating their place in cyberspace is simple and direct: get linked or get lost."

Vic Sussman and
Kenan Pollack

File Transfer

For files too large to send with an email.

<http://yousendit.com>

<http://www.coffeecup.com/free-ftp/>

CoffeeCup Free FTP is easy to set up and use. It lets you drag and drop files to and from your website and resumes broken uploads and downloads.

<http://www.dropsend.com/>

The site allows you to send up to 5 large files (1GB maximum) per month and store 250 MB of files online for free.

Images

For use on websites, and promotional materials. Be sure to read the fine print for terms of acceptable use.

<http://www.sxc.hu/index.html>

<http://freerangestock.com/index.php>

<http://www.morguefile.com/>

http://commons.wikimedia.org/wiki/Main_Page

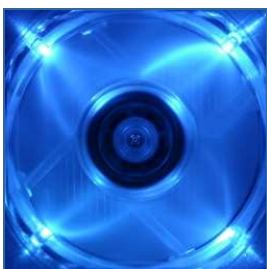


Image Editing

Use these programs and websites to alter and/or create images.

<http://gimp.org/>

<http://paint.net/>

<https://www.photoshop.com/express/landing.html>

<http://picasa.google.ca/intl/en/>

Google

Google has been given its own category because of all the free tools it offers for business use.

Applications for use with cell phones, smartphones, Blackberrys
<http://www.google.com/apps/intl/en/business/mobile.html>

Blog
<https://www.blogger.com/start?hl=en&pli=1>

Communicate with clients or co-workers
<http://www.google.com/talk/index.html>

Document creation, file storage, file sharing
<http://docs.google.com/>

Language Tools - text and website translation, and more
http://www.google.com/language_tools

Search Engine by SMS
<http://www.google.ca/mobile/sms/index.html>

Software - Desktop, Picasa, virus removal tools & more
<http://pack.google.com>

Stay organized and share your schedule with colleagues
www.google.com/calendar

Website hosting, design
<http://sites.google.com/>

Website statistics
<http://sites.google.com/>

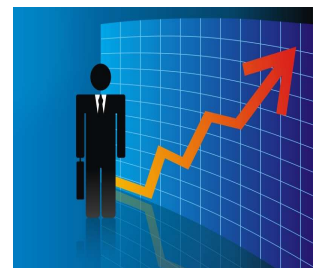
Web browser
<http://www.google.com/chrome>

...and more!
<http://www.google.ca/intl/en/options/>



*"The Internet is becoming
the town square for the
global village of
tomorrow."*

Bill Gates





Logo

<http://www.logoease.com/>

Create a basic logo using this site.

PDF

http://www.filehippo.com/download_pdfcreator/

Use this program to create pdf files.

Project Management

<http://project2manage.com/>

RSS Readers

<http://www.newsgator.com/Individuals/FeedDemon/Default.aspx>

Task Management

Virtual 'to-do' lists, some work with cell phones and other handheld devices.

<http://todoist.com/>

<http://rememberthemilk.com>

<http://timesnapper.com/nextaction/>

http://www.freedownloadmanager.org/downloads/Swift_To_Do_List_Lite_34620_p/

<http://www.kwiry.com/>

<http://tadalist.com/>

<http://www.dial2do.com/>

<http://www.toodledo.com/>

<http://voo2do.com/>

"The world is poised on the cusp of an economic and cultural shift as dramatic as that of the Industrial Revolution. (OK, it doesn't take a genius, or even a politician, to figure out that big changes are afoot when we have a medium that lets someone throw up a virtual storefront on the Web and instantly gain access to the global market.)."

Steven Levy

1997



Time Management

Use these programs and websites to track the time you spend on a task.

http://paymo.biz/paymo_free

http://syntap.com/products_timestamp.htm

<http://www.toggl.com/>



Website Creation Tools

<http://www.favicon.co.uk/index.php>

A favicon is a small image that precedes the URL in location bar of a browser. Scroll to the bottom of this page to use the favicon creation tool.

<http://www.pagebreeze.com/>

This html editor allows you to create web pages visually (WYSIWYG) and using html code.

<http://sourceforge.net/projects/notepad-plus/>

Notepad ++ uses colour to distinguish between tags and content in html and is easier to use than Notepad when editing html code.

“If you don't see the Internet as an opportunity, it will become a threat. In two or three year's time, the Internet will become as commonplace in the office as the telephone.”

Tony Blair

1999

Websites and Hosting

The sites below offer free website hosting. E-vantage Business Services can help you set up and design a website using these resources.

<http://www.000webhost.com/>

<http://sites.google.com/>

<http://smallbusiness.officelive.com/GetOnline>

This offer from Microsoft includes a custom domain and up to 100 email addresses free for the first year and \$15.99/year after that.





Website Statistics

<http://sites.google.com/>

Use this tool provided by Google to track traffic on your website by inserting a script they provide into the html code.

Wireless

Find wireless Internet connectivity using these links

<http://wififreespot.com/>

<http://www.starbucks.com/retail/wireless.asp?>

"They say a year in the Internet business is like a dog year... equivalent to seven years in a regular person's life. In other words, it's evolving fast and faster."

Vinton Cerf

Word processing, spreadsheets, etc.

<http://www.openoffice.org/>

Open Office is free software that is a reasonable alternative to MS Office. It offers word processing, an html editor, spreadsheet, presentation, database, drawing and mathematics programs. The software is compatible with MS Office.

<http://docs.google.com/>

Google Docs is an online suite of products that are compatible with MS Office.



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